DOCUMENT RESUME

ED 101 267 CG 009 613

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TITLE Facilitating Personality Change with Audiovisual Self-confrontation and Interviews.
PUB DATE 74
NOTE 37p.; Paper presented at the Annual Meeting of the American Psychological Association (82nd, New Orleans, Louisiana, August 1974)

EDRS PRICE MF-$0.76 HC-$1.95 PLUS POSTAGE
DESCRIPTORS Audiovisual Aids; *Behavior Change; Interviews; *Measurement; *Personality Change; *Personality Studies; Research Projects; *Self Evaluation

ABSTRACT

Two studies are reported, each of which achieves personality change with both audiovisual self-confrontation (AVSC) and supportive, nondirective interviews. The first study used Ericksonian identity achievement as a dependent variable. Sixty-one male subjects were measured using Anne Constantinople's inventory. The results of this study demonstrated the power of AVSC for facilitating constructive personality change. The second study changed a variable that moderated effects in the first study: Tomkins humanistic vs. normative orientation. The subjects were 100 undergraduate students enrolled in large introductory psychology courses. The basic design was a 2x2 analysis of variance using four experimental conditions and one control condition. The results of this second study indicate that the process of change involves a shift in the locus of evaluation rather than simple differences in the kind of information generated in AVSC. It was concluded that the distinction drawn experimentally in these two experiments goes a long way toward explaining why there is so much confusion and unreliability in previous research on AVSC as a technique for promoting personality change. (Author/BW)

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[1]Portions of this paper were presented in a symposium at American Psychological Association meetings, New Orleans, August 30 - September 3, 1974. The first study reported is from a Senior Honors Thesis at Cornell University, by the second author directed by the first author.

[2]Now at Yale University.

[3]All tests are two tailed unless otherwise indicated.

[4]The reader may wonder why a 2 x 3 design manipulating a strong normative orientation in addition to the weak (or mixed) humanistic orientation and a strong humanistic orientation was not attempted. As such a manipulation in the authors' judgment might easily have debilitated rather than facilitated personality growth, it was not undertaken for ethical reasons.

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TABLE 2

Tomkins Correlations with Change

Scores by Condition

	AVSC	INTENTION
L	-.05	-.45*
R	-.19	+.40
L-R	+.02	-.56*

*p < .05

No correlations were significant for change scores at follow-up.

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TABLE 3

Summary of Analysis of Variance

I - E Post Scores

Source	df	MS	F
Technique (A)	1	27.11	1.02
Locus of Evaluation (B)	1	153.39	5.67*
A x B	1	2.74	< 1
Error	76	27.03	

*p < .02

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TABLE 4

Comparison of I - R Post Scores with Control

	Mean Change	t
AVSC Internal Locus	18.25	3.41**
AVSC External Locus	15.10	1.80
Interview Internal Locus	19.10	3.20***
Interview External Locus	16.65	1.82*
Control	13.86	

***p < .01
**p < .05
*p < .10

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